

Mohamed Bakr



**Director of Rooms Shangri-La Hotel,
Shangri-La Residences and Villas Complex
In Charge of Quality Improvements Department**



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SENIOR EXECUTIVE PROFILE **Hospitality & Facilities**

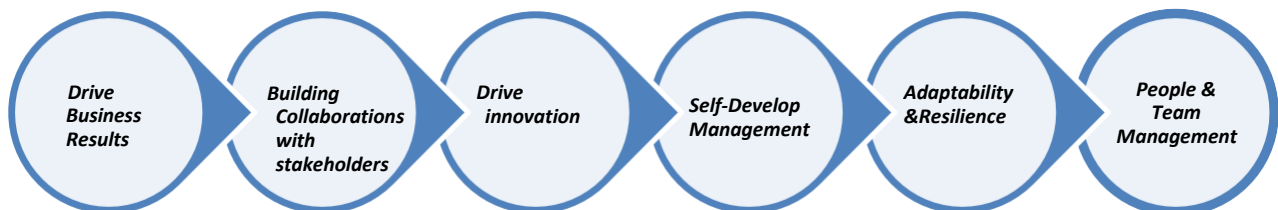
Management, Quality Improvements

18 years in hospitality and facility management experience UAE, Qatar, Italy and Egypt operated Luxurious properties and participated in hotel pre-openings/ opening. Excellent time management skills, Self-disciplined, motivated, and able to work under time-pressure and toward deadlines. Guiding team to reach company's vision and mission and goals, driving profitability and excellent customer experiences. Multilingual with excellent language/communication/writing skills. Speak and write fluent Arabic, English. High level of familiarity with multi-cultural populations in GCC, diverse people and the life experiences of other cultures, leading 200+ colleagues with amazing different culture diversity.

Executive Synopsis

- Highly energetic and team spirited Professional with an experience of 18+ years, with exemplary record of achievement and demonstrated success in driving revenue growth while providing visionary leadership in highly competitive Hospitality and Facility properties management.
- Experience in Hotels Pre-opening and opening luxury and mid-scale segments.
- Direct Involve in Properties yearly Budget Revenues and Expenses and department profitability
- Achieving Property Key Business Indicators KPIs, based on commercial and operational set strategy.

CORE COMPETENCIES



Functional Skills

- Drive the performance of Rooms and Quality improvements divisions towards achieving targets set for the business in terms of departmental Revenues and customers satisfactions scores/Loyalty Programme membership growth.
 - Manage a team of Duty Managers and Guest Relations and Housekeeping and Health Club SPA managers and Residences service Apartments/villas responsible for complex property operations.
 - Propose a number of improvements in various areas of business to increase customer satisfaction including active participation with compliance EHS teams to ensure adherence to regulations set by the Abu Dhabi Government, DTC, Shangri-La International Standards and suggestions to streamline them.
- Proficient in Product Management including gathering and prioritizing product and customer requirements, defining the product vision, and coordinating with cross-functional teams to launch new products and enhance revenue.
- Promote a positive public image that ensures wide recognition of the value and quality of product offerings by organizing seminars, sponsoring key event, etc.
 - Responsible for enhancing & maintaining operational integrity across the full range of products and processes. Provide intelligence report to senior management on competitor products and services & customer needs.

Current Profile Highlights

Director of Rooms

Shangri-La Hotel Qaryat Al Beri Abu Dhabi, UAE

Shangri-La Residences, Villas Complex, Qaryat Al Beri, Abu Dhabi, UAE

March 2018, March 2021.



- Responsible for Rooms Division team include, front office and duty managers and Housekeeping, guest relations, ~~VP~~ ~~burg~~, concierge, and valet/airport reps, transportation, business center including meeting rooms operations, Call center, lobby shops, Health club/recreation team, Shangri-La Service apartments luxury service apartments and villas.
- Responsible During COVID19 Pandemic, handling quarantines and Isolated high- risk groups
- Handling MOPA, Ministry of Presidential affairs delegations and booking arrangements, Rooms, Events, Outside catering, Transportations/airport requirements and others.
- Responsible Effective operational management with other operational department, Engineering and Food and beverages and Events catering.
- Working and reporting directly to General Manager actively manage customer service and achieving targeted figures set in Budgeted other KPIs related to owners' expectations
- Preparing, review yearly Budgets and CAPEX plans according to analyses P&L and in implementing actions to increase both rooms yield and RevPAR to ensure overall hotel revenue maximization
- Responsible Highly Effective leadership driving results, ensure departmental target are met and exceeded per set hotel strategic goals/ set budget.
- Carry EOD (Executive Manager on Duty) in complex during weekends, per Executive office schedule
- Member of Hotel CMT Crisis management team during COVID19 Pandemic and implementing all government regulations
- Member of Hotel HSE, Health and Safety environmental committee, part of ISO9001-2020 certification and implementation
- Contributor to Hotel awarded with **GO Safe** Certifications from Department of Culture & Tourism Abu Dhabi, August 2020
- Member of Hotel Quality Improvement, contributed in hotel awarded Best Traveler choice 2020 by Trip Advisor

Director of Front Office,

In Charge of Hotel Quality Improvements

Shangri-La Hotel Qaryat Al Beri, Abu Dhabi, UAE, Jan 2017 -March 2018

Shangri-La Hotel, Services Apartments and Villas, Qaryat Al Beri, Abu Dhabi, UAE



- Leading Core Project team to review and analyze guest feedback through various platforms using the *TRUST YOU PORTAL* and identifying areas to improve with the stakeholder's departments in charge
- Conduct monthly CPT meeting to go through, actual guest satisfactions figures VS forecast and action planning sessions identification of problems, root cause analysis – monitor improvements and communicate progress and have it as commitment from different department heads and follow up on executions, SPOT checks audits
- GRP, Guest recognitions programme for our different Golden Circle members loyal guest, repeat guest working very closely with the Guest Relations Manager to achieve guest satisfactions from our loyal guest
- Responsible for all Quality SOPs related to Quality and implementing the right training for each division following the brand standard as well as the LQA (Leading Quality Assurance audit) standard
- Achieved best improved score in Shangri-La MEA, Top 10 Trip advisor Ranking, Condé Nast Traveler award
- Ensuring qualified personnel are selected, hired, and trained in all areas of responsibility
- Responsible for Amazing team in following sections, Front office, Concierge/transportations/Valet, Guest relations and Villa butlers, VIP lounge, airport Rep., business/call center and lobby shops
- keeping all personnel well informed of department objectives and policies and targets
- ensuring that proper image is being maintained by all colleagues relating to grooming and uniform standards
- supporting and participating in all hotel programs, policies, and procedures i.e., HCCAP/OHSAS
- working closely with Reservations, Front Office, and Sales to maximize occupancy, rate, and revenue; notifying all departments of any fluctuations in business levels, special guests, groups, etc.
- establishing and maintaining close working relationships with all departments of the hotel to ensure maximum cooperation, ~~labor~~ productivity, morale, and guest service, encourage multi tasks and will to do environment
- Develop relationships with clients, return VIPs guests, group contacts etc.
- provide maximum personalized guest service and make suggestions for improvements in overall operations with an emphasis on increasing guest satisfaction, revenues, as well as reducing cost.

Front Office Manager, July 2013 – Dec. 2016

Guest Services Manager, May 2012 – June 2013

Shangri-La Hotel, Services Apartments and Villas, Qaryat Al Beri, Abu Dhabi, UAE



- ☐ Abu Dhabi market knowledge, needs of house guest and local market with different culture, background, assisting in the development of product lines and services offered to customers
- ☐ Making sure that customers services department functions are run smoothly and in compliance with Shangri-La International, Company Standards.
- ☐ Develop operational SOP's, Checklists, Policies and Procedures to make sure operation is (Simple faster effective), in Front Desk, Concierge, VIP lounge, GR, HK
- ☐ Marinating/ Collects data and information about customers and take care of their concerns, needs and problems and implement appropriate corrective actions after approvals.
- ☐ Develop relationships with clients, return guests, group contacts etc.
- ☐ Prepares reports and analyses highlighting progress, adverse trends and suggesting appropriate recommendations or conclusions related to customers using OPMS system.
- ☐ Analyzes and rectifies customer concerns using established procedures.
- ☐ Responds to the needs of the customers in timely manner
- ☐ Supports employee involvement in decision making and problem solving and facilitates dialogues to drive customers and staff satisfaction
- ☐ Refers complaints of a serious nature to customers Complaints Review Committee/Quality Control Section and follow up their analysis.

Front Office Manager

OnQ Project Manager, Hilton Doha, Qatar

Pre-Opening Team March 2011 – March 2012



Assistant Front Office Manager, OnQ Project Manager

Hilton Abu Dhabi – Abu Dhabi, UAE

Operated and Managed on behalf of ADNOC May 2008- Feb. 2011



Assistant Manager Front Desk

Hilton Rome Cavalieri – Rome, Italy

Task Force Front Office Department, Summer 2007



Night Manager/ Assistant Manager Front Desk

Hilton Abu Dhabi, UAE June 2006 – May 2008



Front Office Shift Leader

Hilton Abu Dhabi, UAE Dec 2002 – May 2006



- **Conrad Cairo, Egypt** Sales & Marketing-Reservation Agent August 2002 – October 2002
- **Hilton Taba Resort Nelson Village, Casino**, South Sinai-Egypt, Front Desk Agent, Dec 2001 – July 2002
- **Hepton Tours company Cairo, Tourism**, Airlines-ticketing ASTA, IATA Operations training July 1998, Sep 1998
- **SIAG Pyramids Hotel**, Cairo. Front Office department telephone operator training August 1998 Sep 1998
- **Hilton Taba Resort** South Saini Egypt Food & Beverage Training Jun- Sep Summer 1996/1997
- **Oasis Hotel Cairo** Egypt Food and beverage training July 1994- June 1995.

Training courses

- Rooms Leaders Certification, Shangri-La Academy June 2020
- Laundry and Linen Management certifications, Shangri-La Edsa Philippines, sponsor by Diversey Company, April 2017
- 7 habits by Dr. Stephen Covey, Shangri-La Abu Dhabi, Jan. 2017
- Quality Improvement leaders –Shangri La Abu Dhabi Feb. 2017
- Shangri-La Emerging Leadership ELP, Nov 2016
- Shang care series of courses, 1,2,3,4
- TSA Up selling program, Hilton Abu Dhabi TSA Champion April 2010
- PAL Proactive Leadership, Hilton Al Ain April 2009
- MAP (Management Awareness Program) AUH March 2007
- REV Max 5 days course, Hilton Al Ain April 2008
- Certified the Revenue, Max Trainer for Hilton Abu Dhabi
- Operational Finance for Managers, November 2008 Hilton RAK
- JSP Train the Trainer Programme, Hilton RAK Resort Nov 2006
- Front Office Details Skills (Basic/Intermediate) Hague University Netherlands online course.
- Financial Cross Exposure (Income Auditor-Account Receivable-Credit) 2004 Hilton Abu Dhabi
- license to Review, Performance Review leaders and line managers
- License to Hire
- Supervision 1, 2
- Train the Trainer
- Train Group Trainer
- Communication Skills
- Industrial safety for hotels, Resorts
- Handling guest's complaint
- Service Excellence, Exceeding Guest Expectations
- Telephone manner and communications technique
- Skills online courses in Shangri-La Academy
- First Aid (Certified First Aider approved from MEDIC International)

Computer Skills

- Microsoft Office (Windows, Word, Excel, PowerPoint, MS Outlook)
- OPERA, Hotel Operating management system OPMS
- SAMTOCH, Guest Database info. system linked Abu Dhabi Police CID
- TSA Front Desk Up selling tracker
- Prolific System
- Micros, InfraSys
- FCS Connect
- SAFlock/ ElSafe Software
- Mailing System (Internet & Group Wise System)
- Ving card system
- 3C Payments, Network International Payments
- OnQ PM Property management system
- OnQ R&I Rate and Inventory
- Check SCM, Supply Chain Management system
- OASYS, HR and Pay Roll System
- Trust You, Guest Feedback Portal
- REVINATE , Guest Feedback Portal
- SABA Hospitality
- DCT, Department of Tourism Abu Dhabi, Self-Audit System
- str, Data benchmarking, analytics marketplace insight
- IDEas Automated Revenues Management Solutions Deliver

Achievements and Certificates



☐ [Winner of the Hilton Worldwide CEO Award for light and warmth Of hospitality 2010 in the Middle East Region](#)
Most prestigious Award from Hilton Worldwide.

☐ 5 Years Long Service Award Shangri-La Hotels and Resorts

☐ 10 Years long Service award certificate from Hilton

☐ 5 Years long Service award certificate from Hilton

☐ Certificate, best employee front office department May 2001 Hilton Taba Resort

☐ Certificate, best employee of the Hotel, June 2001 Hilton Taba Resort

☐ Thanks letter from Conrad Cairo GM due to great result for Mystery shopper Audit

☐ Thanks letter from FIFA vice-president due to good effort given during the FIFA World youth championship United Arab Emirates, 2003

☐ Certificate appreciation from the US Embassy in UAE during Eagle resolve exercise, Hilton Abu Dhabi 2005

☐ Certificate appreciation from Abu Dhabi Police GHQ 2018

☐ Certificate appreciation from GHQ UAE during IDEX, International Defence Exhibition 2009,2011,2013,2015,2017,2019.

Education:

- ☐ Bachelor Degree of Tourism and Hotels Management, Cairo University 2000
- ☐ The Technical Institute Certification, Ministry of high Education for Tourism, Hotels Mangment, Cairo Egypt 1996
- ☐ Diploma Certificate from Al Maamon School, Tourism and Hotels 3years, Cairo Egypt. 1994

Date of Birth: 25th December 1976; Cairo, Egypt, **Languages Known:** Arabic, English and Italian;

Visa Status: Employer sponsored transferable; **Driving License:** UAE License

References: Would be pleased to provide if required